

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 SSO-00 INRE-00 A-01 OPR-02 CIAE-00

DODE-00 PM-04 H-02 INR-07 L-03 NSAE-00 NSC-05

PA-02 PRS-01 SP-02 SS-15 DHA-02 IO-14 EB-07 /078 W

-----051510Z 076510 /41

O 051214Z JUN 77

FM AMCONSUL RIO DE JANEIRO

TO USIA WASHDC IMMEDIATE

INFO WHITE HOUSE WASHDC IMMEDIATE

SECSTATE WASHDC IMMEDIATE 4959

AMEMBASSY BOGOTA IMMEDIATE

AMEMBASSY CARACAS IMMEDIATE

AMEMBASSY BRASILIA IMMEDIATE

AMCONSUL RECIFE IMMEDIATE

AMEMBASSY ASUNCION PRIORITY

AMEMBASSY BUENOS AIRES PRIORITY

AMEMBASSY GEORGETOWN PRIORITY

AMEMBASSY LA PAZ PRIORITY

AMEMBASSY LIMA PRIORITY

AMEMBASSY MONTEVIDEO PRIORITY

AMEMBASSY PORT OF SPAIN PRIORITY

AMEMBASSY QUITO PRIORITY

AMEMBASSY SANTIAGO PRIORITY

AMCONSUL SAO PAULO

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USIAC

USIA FOR IPO/M, IPS, IBS, ILA

STATE FOR ARA/PAF

BRASILIA FOR USIS, NEWMAN/POLITICAL, GEISE

E.O. 11652: N/A

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TAGS : OVIP PFOR US BR XM

SUBJECT : MEDIA REACTION REPORT ON MRS CARTER LATAM TOUR

1. SUMMARY: TEMPO AND SPACE DEVOTED MRS CARTER TRIP INCREASED
IN SUNDAY JUNE 5 RIO PRESS WITH ARTICLES ALL PAPERS AND FRONT-
PAGE NOTES IN TWO. CONTINUED CONCENTRATION PERUVIAN ISSUES
ARMS AND HUMAN RIGHTS. WIRE-SERVICE AND LOCALLY-DATELINED NEWS

SOURCES WITH RADIO PHOTOS RANGING TWO-THREE COLUMNS. NO EDITORIALS BUT JB HAS CARTOON AND HUMORIST ARTICLE. KEY BRAZILIAN INPUT NEWS IS POSSIBLE LINK BETWEEN VISIT AND HEIGHTENED SENSITIVITIES ANTI-GOB STUDENT PROTESTS.

2. SAMPLE HEADLINES: "MORALES EXPLAINS ARMS POLICY" (JORNAL DO BRASIL), "ROSALYNN INSISTS ON RIGHTS" (O GLOBO), "ROSALYNN REAFFIRMS CARTER'S DISPOSITION TO FIGHT FOR RIGHTS" (O GLOBO), "ROSALYNN IN PERU DEBATES ARMAMENTS" (ULTIMA HORA), "FIRST-LADY OF USA STARTS HER VISIT TO THE COUNTRY" (JORNAL DO COMMER-CIO).

3. LEADING INFLUENTIAL RIO DAILY 'JORNAL DO BRASIL' (JB) CONTINUES PRIMARY FOCUS COUNTRY-WIDE STUDENT DEMONSTRATIONS IN OPPOSITION BRAZILIAN GOVERNMENT WITH FRONT-PAGE PHOTO AND NINE INSIDE PAGE ATTENTION. HEAD GOVERNMENT ARENA PARTY SEES BASIS DEMONSTRATIONS IN "POLITICAL INVOLVEMENT AND NOT IN INTEREST OF SOLVING THE BRAZILIAN UNIVERSITY PROBLEM." INSIDE BRASILIA-DATELINED ARTICLE PROVIDES LINK WITH MRS CARTER VISIT WITH FOREIGN OFFICE ITAMARATY FEAR THAT "THE INTERNAL POLITICAL ACTIVITIES MAY STIR UP ROSALYNN'S STAY IN BRAZIL. ALTHOUGH THE BRAZILIAN CHANCERY MAKES NO DECLARATIONS ON THE MATTER, THERE IS A GENERALIZED FEAR THAT THE CONFLICTS BETWEEN THE GOVERNMENT AND PRIMARILY OPPOSITION STUDENT MOVEMENT ... WILL GENERATE UNPREDICTABLE PROBLEMS DURING HER VISIT."

4. ADDITIONAL INSIDE 'JB' ARTICLE CARRIES HEAD "MORALES EXPLAINS TO ROSALYNN HIS ARMS POLICY." LIMA-WASHINGTON DATELINED ARTICLE REPORTS "A VERY IMPORTANT UNDERSTANDING" WITH PRES FRANCISCO UNCLASSIFIED

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MORALES BERMUDEZ ON PERUVIAN ARMS POLICIES BUT NOTES MRS CARTER REFUSED GIVE DETAILS DUE NECESSITY "RESPECT THE INDIVIDUALITY OF EACH COUNTRY". SHE NOTED THAT HUMAN RIGHTS "IS NOT A PERSONAL CAMPAIGN BECAUSE IT REFLECTS THE FEELING OF ALL AMERICAN PEOPLE WHO DO NOT WANT TO SEE OUTSIDE THEIR COUNTRY WHAT HAS ALWAYS BEEN REJECTED WITHIN IT."

ADDITIONAL INSIDE BRASILIA-DATELINED ARTICLE "VISITOR DINES TOMORROW WITH GEISEL" GIVES FORTHCOMING ITINERARY AND NOTES INITIAL ITAMARATY ATTEMPT MINIMIZE POLITICAL INTERPRETATIONS OF MRS CARTER VISIT BUT EVENTUAL ACCEPTANCE OF AMERICAN EMBASSY VIEWPOINT THAT SHE WOULD SERVE ROLE AS "POLITICAL AGENT" OF US GOVERNMENT. EDITORIAL PAGE CARTOON BY LAN PICTURES MRS CARTER DISEMBARKING FROM PLANE AND BEING PRESENTED WITH A "FIGA" (BRAZILIAN WOODEN GOOD LUCK CHARM) BY FOREIGN MINISTER AZEREDO DA SILVEIRA.

5. JB'S NOTED HUMORIST CARLOS EDUARDO NOVAIS' BI-WEEKLY COLUMN TITLED "THE GAME OF THE SEVEN COUNTRIES" REFERS PREVIOUS BRITISH PAPER ATTRIBUTION TO MRS CARTER THAT SHE WOULD VISIT FOUR

DEMOCRACIES AND THREE DICTATORSHIPS. ASKS READERS JOIN IN GUESSING GAME ON CRITERIA "TYPE GOVERNMENT," "LAST CONSTITUTION," "ELECTED PRESIDENTS," ETC. WITH AWARDS BEING SPECIALLY-BOUND COPY OF DECLARATION OF HUMAN RIGHTS, XEROX COPY OF SAN JOSE AGREEMENT, AND A COLORED, AUTOGRAPHED PHOTO OF MRS CARTER.

6. HIGHEST RIO CIRCULATION DAILY 'O GLOBO' CARRIES SMALL FRONT-PAGE ITEM "ROSALYNN INSISTS ON RIGHTS" AND DEVOTES TWO-THIRDS INSIDE PAGE TO PHOTO MRS CARTER AND PRES BERMUDEZ AND WIFE AND FIVE ARTICLES HEADED "WE DO NOT WANT OUTSIDE THE US WHAT WE REJECT INSIDE," "ROSALYNN REAFFIRMS CARTER'S DISPOSITION TO FIGHT FOR RIGHTS," "IN RECIFE, VISIT TO POPULAR HOUSING PROJECT," "SEARCH FOR SUPPORT FOR CARTER'S POLICIES" AND "HOW FIRST LADIES ACT." FRONT PAGE ARTICLE DRAWS ON LIMA PRESS CONFERENCE AND NOTES AMEMBASSY BRASILIA'S VIEW-POINT THAT MAIN PURPOSE OF VISIT IS THE SEARCH FOR SUPPORT OF HUSBAND'S POLICIES.

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7. INSIDE AFP LIMA-DATELINES 'O GLOBO' ARTICLE ALSO REITERATES PRESS CONFERENCE STATEMENTS AND MRS CARTER'S STATEMENT THAT PERUVIAN HEAD OF STATE FELT "THAT THE POLICY OF HIS COUNTRY ON ARMS IS MISUNDERSTOOD." BRASILIA-DATELINED INSIDE ARTICLE NOTES BRAZILIAN DIPLOMATS' OPINION THAT INCLUSION OF BRAZIL IN ITINERARY CONSTITUTES AN "ELOQUENT EXPRESSION" OF THE US INTEREST IN MAINTAINING GOOD RELATIONS WITH BRAZIL AND CAN BE CONSIDERED DEMONSTRATION OF CONTINUED OPERATION OF 1976 SILVEIRA-KISSINGER MEMORANDUM OF UNDERSTANDING. "IN HER CAPACITY OF ALMOST UNCLASSIFIED

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A MEMBER OF THE CARTER CABINET ROSALYNN COMES TO EXPRESS THE VIEWS DEFENDED BY HER HUSBAND CONCERNING INSTITUTIONAL, ECONOMIC, AND ARMS ISSUES, AND RESPECT FOR HUMAN RIGHTS."

ADDITIONAL ARTICLE NOTES MRS CARTER'S INTENTION VISIT CHILE IN FUTURE WHICH WAS EXCLUDED PRESENT ITINERARY DUE LACK OF TIME. INSIDE FEATURE ARTICLE ON FIRST LADIES RECOUNTS PAST PRECEDENTS AND RECALLS CARTER PREINAUGURAL REFERENCE TO "A KEY FIGURE WHO WOULD ACT AS ONE OF HIS MOST TRUSTED ADVISORS IN FOREIGN AFFAIRS AND AS HIS EMISSARY ABROAD ... WHOEVER THOUGHT HE MEANT HIS VICE-PRESIDENT WAS WRONG. THIS KEY FIGURE WOULD BE HIS WIFE ROSALYNN."

8. 'ULTIMA HORA' RUNS USUAL FRONT-PAGE POTPOURRI SPORTS, URBAN AFFAIRS, TOPICAL ITEMS. ONE-QUARTER INSIDE PAGE WITH TWO-COLUMN PHOTO MRS CARTER-PRES BERMUDEZ AND HEAD "ROSALYNN IN PERU DEBATES ARMAMENTS." MRS CARTER STATED YESTERDAY'S PRESS CONFERENCE SHE HAD COME "TO IMPORTANT UNDERSTANDING" WITH PERUVIAN PRESIDENT ON ARMS ISSUE. CARTER ADMINISTRATION HUMAN RIGHTS POLICIES REPORTED AS EXTENDING BEYOND POLITICAL TO ECONOMIC AND SOCIAL RIGHTS. REPORTING UNDERSECRETARY TODMAN INTERVIEW PRIME MINISTER JOSE LA PUENTE REITERATED MRS CARTER'S STATEMENT THAT ADMIN "ACKNOWLEDGES THE INDIVIDUALITY AND SOVEREIGNTY OF EACH (LATAM) COUNTRY." WELCOME NOTE TO MRS CARTER IN SOCIAL COLUMN.

9. 'JORNAL DO COMMERCIO' CARRIES FRONT PAGE AND TWO INSIDE WIRE-SERVICE STORIES. FRONT PAGE LEAD "FIRST-LADY OF USA STARTS HER VISIT TO THE COUNTRY " (BRAZIL) GIVES ITINERARY AND AMEMBASSY PREPARATIONS. TWO INSIDE ARTICLES WITH HEADS "ROSALYNN IN PERU HAS INTERVIEW WITH PRIMARY LEADERS" AND "MRS CARTER IN BRASILIA

TOMORROW FOR TWO-DAY VISIT" REPEATS GENERAL COVERAGE OTHER PAPERS.

10. TV COVERAGE: BRIEF PRIME TIME NOTES TV-GLOBO AND TUPI.
TV EDUCATIVA DEVOTED 15 MINUTES MRS CARTER WITH BRIEF NON-
NARRATIVE POST-SUPPLIED CLIPS INCLUDING OAS RECEPTION AND
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LENGTHIER INTERVIEW WITH WASHINGTON POST/NEWSWEEK RIO CORRES-
PONDENT BRUCE HANDLER STRESSING SUBSTANTIVE NATURE VISITS,
FREE TRADE, HUMAN RIGHTS, PANAMA CANAL. NEW CARTER ADMIN LATAM
POLICY ILLUSTRATED BY HIS REFUSAL ACCEPT ITC SHOE QUOTA
RECOMMENDATION AND INTENTION FOCUS LATAM COUNTRIES INDIVUALLY
RATHER THAN AS BLOC.
COPMANN

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Message Attributes

Automatic Decaptioning: X
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Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS
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Disposition Approved on Date:
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Executive Order: N/A
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Subject: MEDIA REACTION REPORT ON MRS CARTER LATAM TOUR
TAGS: OVIP, PFOR, SOPN, US, BR, XM, (CARTER, ROSALYNN)
To: USIA
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/3e94b784-c288-dd11-92da-001cc4696bcc
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